

IN THE CLAIMS:

[[1]] 1. (Currently Amended) An apparatus for displaying images on a screen, in particular for displaying images relevant to advertisements, commercials, marks, slogans and information on a television screen, the apparatus that comprises comprising:

[[ - ]] a means [[(5)]] for connecting to a television set comprising a tuner [[(6)]];

5 [[ - ]] a means [[(3)]] for storing data and/or programs relevant to advertisements, commercials, marks, slogans and information;

[[ - ]] a means ~~(7; 70)~~ for connecting to a telematic network [[(10)]];

10 [[ - ]] a means [[(2)]] for data processing and for sending signals to the television set via said means for connecting to the television set, said signals corresponding to advertisements, commercials, marks, slogans and information based on a preset program and/or a signal received by the telematic network, said means for data processing being connected to said means [[(5)]] for connecting to a television set, said means for data processing being connected to said means [[(3)]] for storing data and/or programs and to said means ~~(7; 70)~~ for connecting to a telematic network, said means for data processing receiving channel or broadcasting data via said tuner, said channel or broadcasting data corresponding to a channel or a broadcast displayed on the television set, said tuner sending said signals to the television based on a frequency of the channel or the broadcast displayed on the television set, said signals being stored in said means for storing data and/or programs ~~(10) and able to control the apparatus (1), in order to send to said television set~~  
20 ~~(6) signals relevant to advertisements, commercials, marks, slogans and information~~

according to a preset program and/or to a signal received by said telematic network (10).

5 [[2)]] 2. (Currently Amended) The apparatus of claim 1, wherein said means for connecting to a television set comprises a tuner (5) storing data and/or programs comprises a hard disk, said hard disk storing said signals, said signals being based on viewing characteristics of a user of the television set, said data processing means sending said signals to the television set via said tuner such that said advertisements, commercials, marks, slogans and information of replace advertisements, commercials, marks, slogans and information associated with said channel or broadcast displayed on the television set.

[[3)]] 3. (Currently Amended) The apparatus of claim 1, wherein said means [[(3)]] for storing data and/or programs comprises a hard disk.

5 [[4)]] 4. (Currently Amended) The apparatus of claim 1, wherein said means [[(3)]] for storing data and/or programs comprises a means for detecting filmed sequences [[been]] displayed by the television set of [[an]] a user, said filmed sequences corresponding relevant to advertisements, commercials, marks, slogans and information viewed by the user[[,]] and relevant user watching data.

[[5)]] 5. (Currently Amended) The apparatus of claim 1, wherein said means for connecting to the telematic network (10) ~~are of~~ comprises a wire network type connection.

[[6]]] 6. (Currently Amended) The apparatus of claim 1, wherein said means for connecting to the telematic network ~~(10) are of~~ comprises a wireless type connection.

[[7]]] 7. (Currently Amended) The apparatus of claim 1, wherein said means for connecting to the telematic network ~~(10) are of~~ is a GSM (70) type connection, said GSM type connection receiving ~~with reception of signals of SMS type signals.~~

[[8]]] 8. (Currently Amended) The apparatus of claim 1, ~~wherein it is provided with~~ further comprising a disabling button ~~[[11]]].~~

[[9]]] 9. (Currently Amended) The apparatus of claim 1, wherein said means ~~[[3]]]~~ for storing data and/or programs ~~is able to store~~ stores digital images and filmed sequences.

[[10]]] 10. (Currently Amended) The apparatus of claim 1, wherein the apparatus ~~[[1]]]~~ is permanently located in ~~[[a]]~~ the television set.

11. (New) An apparatus for displaying images on a screen, the apparatus comprising:

a television monitor comprising a tuner;

a data storage unit, said data storage unit storing user viewing data corresponding to

advertisements, commercials, marks, slogans and information based on viewing

characteristics of a user of said television monitor;

a telematic network;

a data processing unit;

a connection means for connecting said data processing unit to said telematic

10 network, said data processing unit being connected to said tuner and said data storage unit;

a control station sending an advertising broadcast based on an advertising frequency  
to said television monitor via said telematic network, said data processing unit transferring  
said user viewing data from said data storage unit to said television monitor via said tuner  
when said television monitor is tuned to said advertising frequency such that said user  
15 viewing data is displayed on said television monitor.

12. (New) The apparatus of claim 11, further comprising a disabling button.

13. (New) The apparatus of claim 11, wherein said data processing unit stores  
digital images and filmed sequences.

14. (New) The apparatus of claim 11, wherein said control station is located at a  
remote location from said television set.

15. (New) The apparatus of claim 11, wherein said data processing unit receives  
television programming data from said television set via said tuner, said television

programming data being stored in said data storage unit.

16. (New) An apparatus for displaying images on a screen, the apparatus comprising:

a display means for displaying an image;

a signal sending means for sending signals to said display means;

5 a data storage unit, said data storage unit storing user viewing data;

a telematic network;

a data processing unit;

a connection means for connecting said data processing unit to said telematic  
network, said data processing unit being connected to said signal sending means and said  
10 data storage unit;

a control station sending an advertising broadcast based on an advertising frequency  
to said television set via said telematic network, said data processing unit transferring said  
user viewing data from said data storage unit to said display means via said signal means  
when said display means is set to said advertising frequency such that said user viewing data  
15 is displayed on said display means.

17. (New) The apparatus of claim 16, wherein said user viewing data corresponds  
to advertisements, commercials, marks, slogans and information based on viewing  
characteristics of a user of television set.

18. (New) The apparatus of claim 16, wherein said display means comprises a television set.

19. (New) The apparatus of claim 16, wherein said data processing unit stores digital images and filmed sequences.

20. (New) The apparatus of claim 18, wherein said data processing unit receives television programming data from said television set via said signal sending means, said television programming data being stored in said data storage unit.